CATERING ITEMS MENU IDEAS AND TRENDS AND MUCH MORE



$erious About $UCCESS

Cut Steak Program

Effective Cost Controls

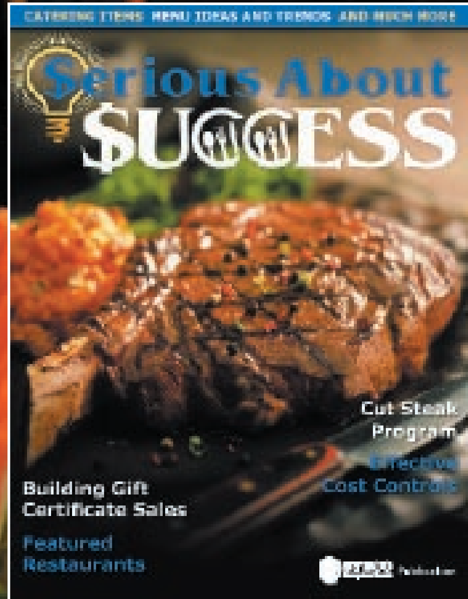
Building Gift Certificate Sales

Featured Restaurants

SYSCO Hampton Roads Publication

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From the Cover

Sysco Food Services of Hampton Roads, Inc.

7000 Harbour View Blvd. • Suffolk, VA 23435
(757) 673-4000 • (800) 234-2451
www.syscohamptonroads.com



Related Services

From the President

Let me be the first to say Happy Holidays to all of our friends that take the time to read this edition of $erious About $uccess. We truly have much to be thankful for and all too often we just don't take the time to share gratitude with those that mean the most to us. This year, think about giving the gift of time to someone and share your love with someone that has had a big impact on your life. Maybe a note, a phone call, or lunch together at your favorite restaurant.

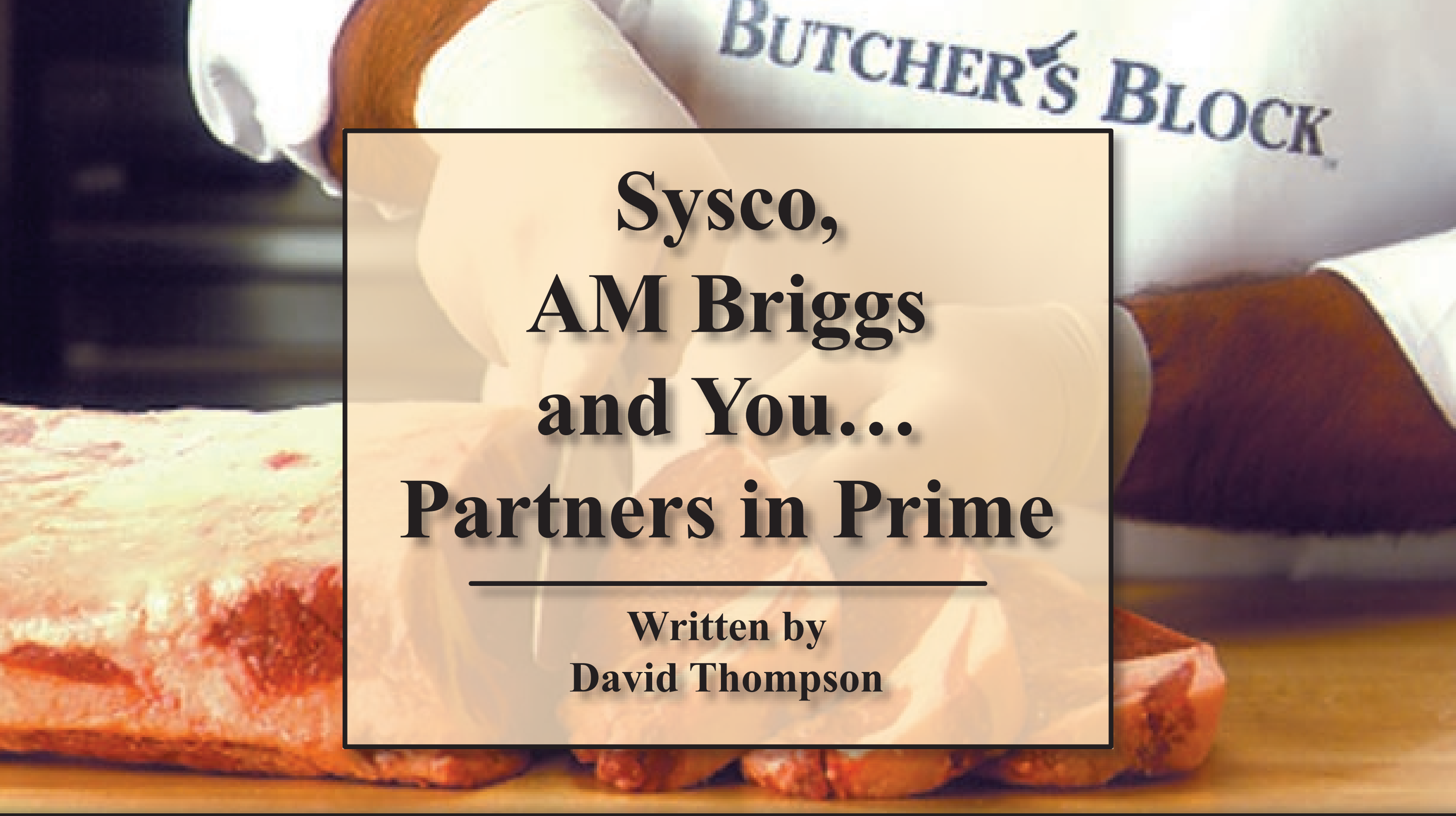
We are happy to share some great "hospitality" news and ideas with you. Our success depends on keeping fresh solutions on top of the mind of our customers as we strive to provide the quality guest experience in which we create a memory every time our "guests" dine out.

As always, we do appreciate your patronage this past season and we look forward to a great New Year.

Best Regards,

John Hall

John Hall | President & CEO
Sysco Hampton Roads



Sysco, AM Briggs and You… Partners in Prime

Written by David Thompson

There is a moment of truth for every restaurant beyond the décor, beyond the courtesy of the wait staff, more important than any amount of dollars spent on ambience or furniture or lighting. It is the moment in the center of the plate, when the sharp edge of the knife slices through the meat as smooth as drawn butter. Is the slicing tender? Do the juices run freely? Does a satisfied sigh slip out at the first bite? Does the customer savor every taste? This is the moment a customer decides just how good you are and decides to come back often, or never again. This is the moment of truth that Sysco Hampton Roads and A.M. Briggs are dedicated to.

A.M. Briggs is a Washington D.C. based specialty meat company that was acquired by Sysco Corporation in 2000. A.M. Briggs has supplied an array of prestigious hotels, restaurants, clubs and embassies in the Washington D.C./ Baltimore metropolitan area since 1926 offering the finest in beef, pork, lamb, veal, poultry and specialty game. Whether your needs are as simple as an 8 ounce sirloin steak or as exotic as oven dressed squab, we are prepared to answer the call. Briggs understands the importance of procuring high quality products from consistent sources. They also understand the need to properly age the product prior to hand cutting. Along with traditional wet aging, Briggs also has a separate "dry aging" room for those customers who demand only the best. Whatever you require, U.S.D.A. Select, Choice, Prime or even Wagyu beef; we can satisfy your needs. A.M. Briggs boasts the AIB "Superior" rating for sanitation and is consistently voted "supplier of the year" in the protein division by the Washington D.C. metro area restaurants.



Why is all of this important to you, the operator? Sysco Hampton Roads is pleased to announce that in most of our distribution area these custom cut products are available to you on a daily basis. Place an order today, before 2:00 P.M., for 20/7 ounce center cut prime filets, 16/10 ounce frenched pork loin rib chops, and a 10 pack of quail eggs, and your order will be delivered tomorrow afternoon on one of our Fresh Express trucks. We understand the needs of today's operators. Sysco Hampton Roads is here to offer a solution. This service addresses many of the problems faced by restaurant owners and chefs today. Labor is a major concern in most kitchens. Do you have someone qualified to trim and cut filet mignons? Do you have the time to cut all the steaks in your restaurant and what happens if you cut too many? Do you or the employee charged with the job of cutting steaks always cut them the same size? Do you have the space to inventory whole loins of beef? How much do those steaks cost after trimming and cutting? High quality pre – cut steaks are the resolution to all of these issues.

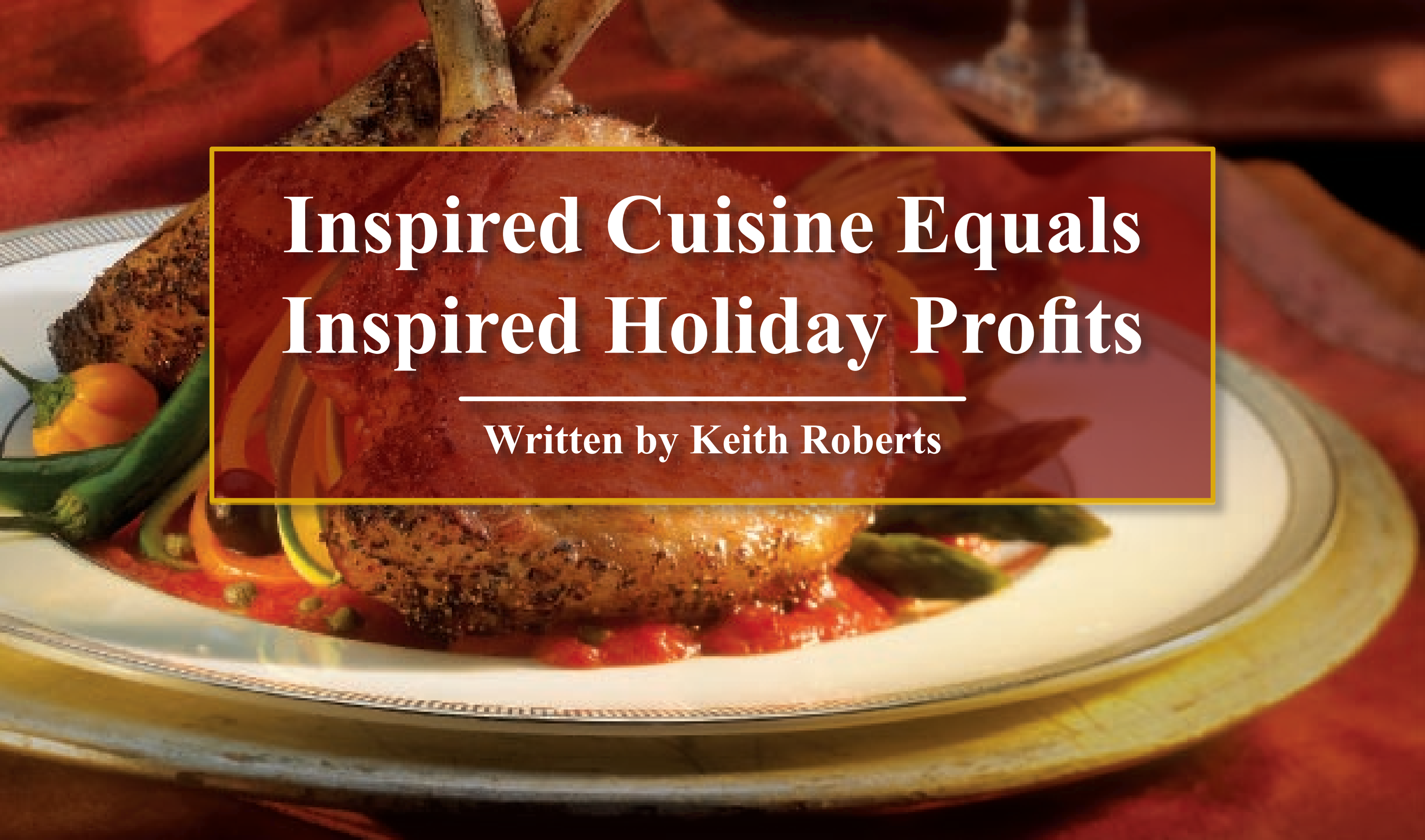






In an ever growing industry such as ours, and with the constant introduction of new items, operators have more choices today than ever before. The dining public becomes more sophisticated every day and their dining choices have become more diverse. Far too often buying decisions are based on price alone. In the precarious restaurant business the secret to success is consistency, both in food and service. Many diners venture out only once a week or less, with expectations of an expertly executed meal. We at Sysco Hampton Roads are proud to supply the foundation for these great meals. Remember "quality doesn't cost, it pays" has never been more true than it is today. When your Sysco Marketing Associate comes to call, order some steaks, we will be happy to deliver them to you, tomorrow.

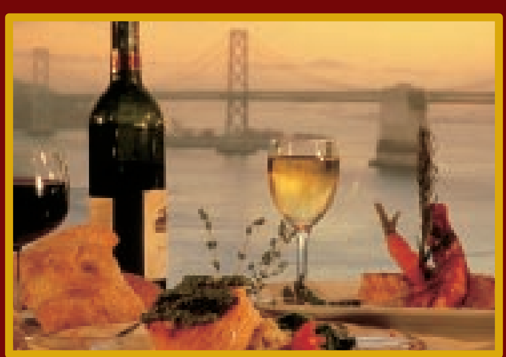




Inspired Cuisine Equals Inspired Holiday Profits

Written by Keith Roberts

Fall and Winter are right around the corner, and it's time to ask the question, "How important are the Holidays to my sales mix?" For many independent restaurants, the combination of groups reserving tables and private rooms, as well as drop off and full service catered events, it's the perfect avenue for filling their own stockings with some Holiday cheer. This is where it gets a little tricky… if everyone's going after a piece of the pie, how can you differentiate yourself from the rest? What's that little extra something you can bring to the table (literally) that will make it an event to remember, get people talking about your restaurant, and keep folks coming back for more all year long? What can you do to inspire your guests, your staff and your profits?



That's where Sysco and our Chef-Ex program come to the rescue. This exclusive partnership allows Sysco to provide you a direct link to more than 100 companies offering the culinary world's finest products. This in turn enables you to offer your guests that unique extra touch that they're looking for. These artisan producers offer products in all major categories including Dairy, Meats, Poultry, Seafood, Dry Goods, Frozen Goods and Vegetables, so you'll always have something available that can blow the guest away.

Feeling "cheese-y"? Instead of the usual Cheddar, Swiss and Pepper Jack cubes, how about offering an assorted cheese sampler from Murray's Cheese of New York? Founded in 1940, Murray's has evolved into the country's most discerning and progressive wholesaler of fine, small production and raw milk cheeses from across Europe and the United States. If seafood is on the menu, Honolulu Fish Company can provide more than 30 varieties of the world's most coveted Pacific fish species (14 of which are sashimi grade) direct from the docks, and delivered to your door within 36 hours. Considering that beverage revenues also spike this time of year, take advantage of what Stirrings can do for the bar experience. Bringing a new level of creativity to the cocktail craft with innovative Cocktail Mixers and Rimmers, Stirrings uses only the best fresh juices, purified water and a touch of imagination to ensure your guests are "wowed" from start to finish.

Inspired products for inspired owners and chefs…that's what Sysco and Chef-Ex can bring to you this holiday season. And you're guaranteed to see some inspired profits as well! Ask your Marketing Associate for more details on this unique program, or simply log on to www.chefex.com to see the full product line available. Happy Holidays!

List of ChefEx Suppliers:

Pantry Dry

American Spoon - Sauces, Salsas, & Condiments
Aromatica - Organic Spices & Beans
Boyajian - Extracts, Oils, & Vinegars
Bush Dreams - Native Australian Spices
Char Crust - Dry Rub Seasonings
Charlie Trotter Foods - Charlie Trotter's Natural Sauces
Chile Guy - Dried & Powdered Chili Peppers
Chocolates El Rey - Makers of Fine Chocolates
Coombs Family Farms - Pure & organic maple syrups
Critelli California Olive Oil - Distinctive oils & olive tapenades
Dagoba - Organic Chocolates
Highland Sugar Works - Organic & pure maple syrups
Indian Harvest Specialtifoods - Rice Blends & Flavored Sugars
Kinjirushi - Powdered Wasabi & Sushi Sauces
La Tourangelle - Hand Crafted Oils
Lotus Foods - Organic Rice & Heirloom Rice
Marukan Vinegar - Brewed Natural Rice Vinegars & Dressings
Missouri Northern Pecan Growers - Organic Pecans
Miyako Oriental Foods, Inc - Organic Miso paste
Myron's Fine Foods - Micro-Brewed Pacific Rim Sauces & Bastes
Neilsen Massey Vanillas - Vanilla Products
Niche Imports - Colombian Single Origin Chocolate
O Olive Oil - Natural Aged Vinegars & Flavored Olive Oils
Pacific Farms - Wasabi Paste
Pastry Star - Baking/Pastry Ingredients…All Natural/All Kosher
Peanut Better - Savory & Sweet Peanut Butters
Primal Essence - Natural and organic spice extracts
Santa Fe Dulce de Leche - Cajeta de Leche/Dulce de Leche…Milk Caramel Spread
Savory Creations - Concentrated Chicken & Beef Broth
Schroeder Company - Chef Stuff Crème du Lait
Sea Star Sea Salt - Organic Sea Salt Crystals
Simply Organic - Organic Spices
Soy Ultima - MoonRose Organic Soymilk Powder
Spectrum Organic Products - Olive Oils & Balsamic Vinegars
Starport Foods - Asian, Ethnic & Fusion Sauces & Seasonings
Steel's Gourmet - Organic & Sugar Free Sauces, Sugar Substitutes
Stirrings - Cocktail Mixers, Rimmers, Essences, & Bar Ingredients
Sugar Ranch - Fennel pollen
Terrapin Ridge - Specialty Mustards, Sauces, & Sweet Condiments
Todhunter - Wine Reductions
Torani - Concentrated Liquid Flavors
United Sugar Design - Gum Paste Flowers
Valley Fig Growers - Fig & Fig Paste Products
Zalta - Truly Infused Sea Salts

Pantry Frozen

Ciao Imports - Imported "Fresh Frozen" Pasta
CulinArte - Frozen Sauces & Stock Reductions
Galaxy Desserts - Frozen Handcrafted Individual Desserts
Nuovo Pasta - Frozen Artisan Pasta
Perfect Puree of Napa Valley - Frozen Premium Fruit & Vegetable Purees

Vegetables

California Vegetable Specialties - Fresh California endive
Generation Farms - Fresh Herbs, Edible Flowers, & Asian Greens
Mo-Na - Dried Mushrooms

Dairy

Antigo Cheese Company - Traditional, Aged Italian Cheese
Bittersweet Plantation Dairy - Creole Cream Cheese
Cabot Creamery - Award winning cheddar cheeses
Crave Brothers Farmstead Classics - Specialty Handcrafted Cheeses
DCI Cheese - Fine Cheddars & Italian Specialty Cheeses
Fanny Mason Cheese - Swiss cheese
Fromagerie Belle Chevre - Goat cheese
Golden Ridge Cheese - Natural Rind Blue Cheese
Grafton Village Cheese - Aged Cheddars
Great Hill Dairy - Blue Cheese
Harley Farms Goat Dairy - Award winning goat cheese
Mozzarella Company - Artisan Italian, Mexican, & Southwestern Cheeses
Murray's Cheese *** NEW ITEMS *** - Fine Small Production & Raw Milk Cheeses
Point Reyes Farmstead Cheese - Farmstead blue cheeses
Roth Kase - Fine Cheeses
Shelburne Farms - Aged Vermont Cheddar Cheese
Sonoma Cheese Factory - Jack Cheeses
Vermont Butter and Cheese - Hand crafted cheeses
White Clover Dairy - European-style Gouda & Edam cheeses
Widmer Cheese Cellars - Aged Cheddar Cheese
Winchester Cheese Company - Aged Gouda Cheeses

Meats

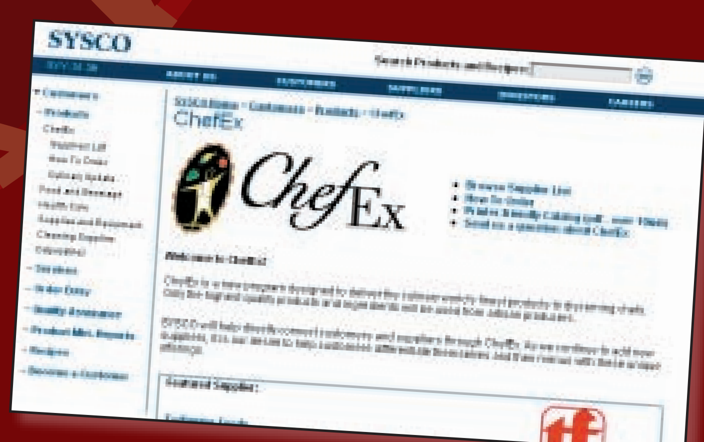
Applegate Farms - Natural & Organic Meats
Heritage Acres - Fresh pork & smoked meats created without nitrites or preservatives
Jamison Farm - Lamb
Niman Ranch - Naturally Raised Meats
North Country Smoke House - Custom Smoked Meats
Premium Elk - Elk Products
S. Wallace Edwards & Sons - Smoked Virginia Hams
White Marble Farms - Exceptional Pork with More Than 50% Greater Marbling
Wholesome Harvest - Organic Meats

Poultry

Ashley Farms - Award Winning Chicken & Specialty Meats
Cavendish Game Birds - Quail
Élevages Périgord - Foie gras & other duck related products
Hudson Valley Foie Gras - Foie gras & moulard duck products
Wholesome Harvest - Organic Poultry
Willie Bird Turkeys - Smoked poultry

Seafood

Charlie Trotter Foods - Charlie Trotter's Salmon
Clear Springs - Smoked Trout
Clearwater Fine Foods - Live lobster
Estate Gourmet Caviar - Caviar & Smoked Fish
Honolulu Fish Company - Fresh Seafood
Kelley's Katch Caviar - American Paddlefish caviar
MacKnight Smokehouse - Genuine Scottish Smoked Salmon
Michel Cordon Bleu - Fresh Smoked Salmon
Northern Wind Scallops - Sea Scallops
Perona Farms - Smoked Salmon
SeaBear Wild Salmon - Custom Smoked Wild King Salmon
Stolt Sea Farm - Farm Raised Sturgeon Caviar
Sunburst Trout - Rainbow Trout Caviar



Go to www.chefex.com for more information on all of our ChefEx products.

Ask your Marketing Associate for more information.

Sysco Hampton Roads is Proud to Introduce...
The Campbell's Insignia Series Soups!





In your service.
In your atmosphere.
In your menu.
In all you do,
distinguish yourself.



Campbell's
Insignia Chef Series



And Don't Forget to Order Your
Pepperidge Farms
Distinctive Cookie and Cracker
Catering/Holiday Trays!

www.campbellsfoodservice.com



No Bones about it, Sysco's Block and Barrel Imperial Golden Gourmet Turkey Breast and Block and Barrel Imperial Thigh Roast will be the highlight of this Holiday Season!

With real roasted turkey taste and brown and serve convenience, your customers will think you've been cooking and carving turkey all night, when in fact, you were busy adding up the extra profits.

Forget about the hassle of thawing and the guess-work of under or over cooking. Eliminate the weight and waste of bones and miss-sized portions and enjoy the benefit of serving perfect turkey with 100% yield every time.

To see the undeniable difference Sysco's Block and Barrel Imperial Golden Gourmet Turkey Breast and Imperial Thigh Roast can make in your patrons satisfaction and your operation, give us a call to schedule your personal"Taste Drive". ALL Virginia Foodservice Brokers, Inc. 757-340-2074 or Sysco Hampton Roads 757-399-8472, mailbox #4636 and #4650

Purchase 1 case of each and receive a $10 Gift Credit towards your invoice. Ask your Marketing Associate for more information.



Step Inside... We Will Cater To You

Written by Your Culinary Team

The holidays are soon approaching, and Sysco Hampton Roads has the solution to some of your holiday catering woes. Thinking of catering a special event? Mind blocked on menu ideas for a holiday menu, party or special occasion? For those of you that have not taken advantage of Sysco Hampton Roads' Menu Consultations lately, they are just what you need to help you plan for your upcoming holiday season. Although Menu Consultations are held for a variety of reasons, our main focus is to increase the success of your business. We invite you to utilize our services for your upcoming holiday and special events.

Sysco Hampton Roads would like to invite you to our newest and grandest amenity, for you, our customer, the "Restaurant & Hospitality Center." Since our customers are extraordinary, we had to create something that would complement you during your visit to Sysco Hampton Roads. The Restaurant & Hospitality Center was designed to enhance the Menu Consultation experience. As the holidays draw near, we personally invite you to visit Sysco Hampton Roads to behold the Restaurant & Hospitality Center and experience our "Customer Driven Commitment to Your Success."

Ask yourself...

What have you added to your menu for the Fall and/or Winter season?

Does your menu reflect the latest trends?

Are you using the best product for your application?

Do you need new appetizer and/or dessert ideas?

Are you offering your customers the variety they demand?

How you you like to have your own personal research and development chef to help you with menu ideas and solutions?

Is it time to visit Sysco Hampton Roads for a personal Menu Consultation?

Talk to your Marketing Associate today about visiting our Restaurant and Hospitality Center to allow us to cater to you.

$erious About $UCCESS

Sysco Hampton Roads Proudly Introduces...

**Three New Business Building Tools
and a New Operational Tool
in our $erious About $uccess series**

Each Brochure Explains How to Implement These Ideas in Your Business!

Marketing to New Customers


FOUR IDEAS FOR MARKETING TO NEW CUSTOMERS

1 New Residents Program

2 Business to Business Blitz

3 Congratulations Opportunities

4 Community Marketing

Go to www.SyscoHamptonRoads.com for more information.

Creating a Recipe Manual


KEY COMPONENTS TO CONSIDER WHEN DEVELOPING A RECIPE MANUAL

1 Basic Steps to Standardizing Recipes

2 Recipe Manual "Ingredients"

3 Training Your Kitchen Staff

4 A Chef's Perspective from the Kitchen

Go to www.SyscoHamptonRoads.com for more information.

Creating an E-mail Marketing Campaign


FOUR ESSENTIAL E-MAIL MARKETING COMPONENTS

1 Choose a Provider

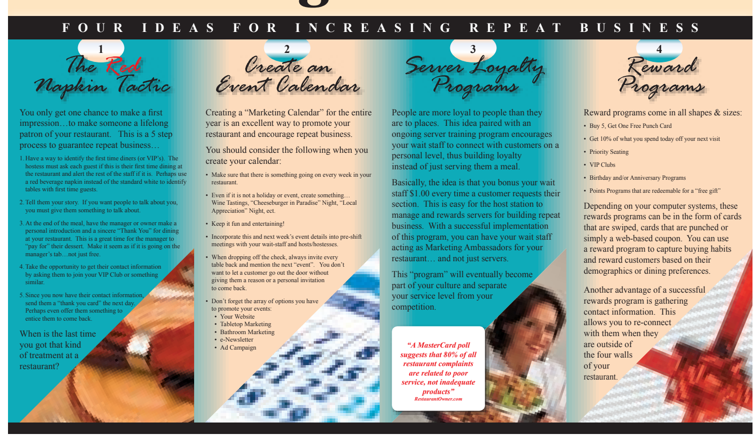
2 Build a Customer Database

3 Email Marketing

4 Ideas for e-Newsletter

Go to www.SyscoHamptonRoads.com for more information.

Marketing to Existing Customers


FOUR IDEAS FOR INCREASING REPEAT BUSINESS

1 The Red Napkin Tactic

2 Create an Event Calendar

3 Server Loyalty Programs

4 Reward Programs

Ask Your Marketing Associate or go to www.syscohamptonroads.com



Careers through Culinary Arts Program (C·CAP) Helps Young People Discover Foodservice

Written by
Tammy Jaxtheimer



Lump crab meat and avocado bruschetta prepared by Nick DiMaggio of At Your Service Restaurant Group (Atlas Diner, Vivo, 501 City Grill, Chicks and Lucky Oyster) may have been just the taste that Ocean Lakes High students needed to consider foodservice as a career choice.

Mahi Mah's Rob Reper won Cox High students over with his knife wielding skills and spicy cranberry-mango salsa with red pepper tortillas. Reper brought employment applications with him. He knew he would need good, reliable summer help.

Sysco's own Chris Appell, (previously with Hampton Roads, now at Raleigh, North Carolina) was at Norfolk Technical Center talking up his profession while preparing perfect pasta.

These chefs and other foodservice professionals across Hampton Roads have been working with the Careers through Culinary Arts Program (C-CAP) helping young people discover foodservice as an exciting career choice.

C-CAP, a not for profit organization based in New York City, promotes and provides foodservice career opportunities for disadvantaged youth through culinary arts education and employment. Since 1990 over $2 million worth of equipment and supplies have been provided to public schools in Hampton Roads as well as New York City, Boston, Philadelphia, Los Angeles, Washington D.C. and throughout Arizona. C-CAP's collaborative effort with public schools, the foodservice industry, culinary arts and hospitality colleges and the community at large have benefited over 90,000 students.

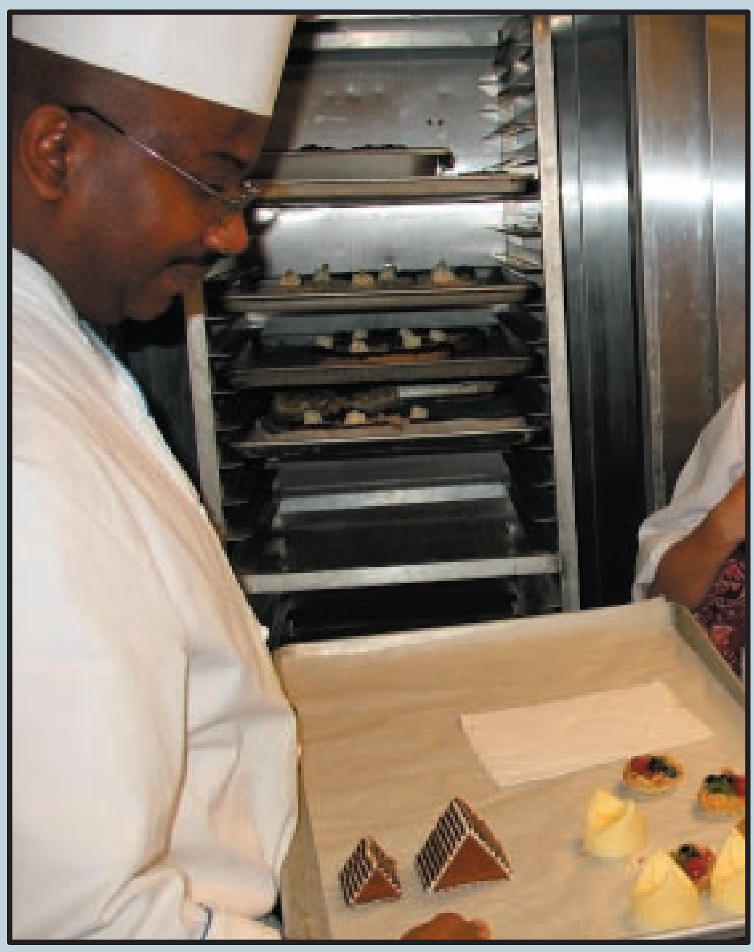
Ongoing culinary arts training for foodservice educators enables them to empower their students. Job readiness, college preparedness and employment assistance are highlights of C-CAP whereas the annual Cooking for Scholarships Competition is the sizzle.

Last spring Hampton Roads presented over $250,000 in awards and scholarships to such institutions as Johnson & Wales University, Culinary Institute of America and New England Culinary Institute. Local program awards include Norfolk State University, Tidewater Community College and The Colonial Williamsburg Foundation--an exciting apprenticeship program approved by the American Culinary Federation (ACF), allowing students to earn college credit and valuable work experience.

C-CAP relies on volunteers as demonstrators, trainers, mentors and judges. This year the plan is to launch Job Shadowing, along with the rest of our nation on Groundhog Day. It will provide an opportunity for students to explore careers in the culinary arts while spending a day on the job with a foodservice professional. It can be seen as a remedy to high turnover rate in the restaurant industry. Seeing all aspects of the industry can be beneficial when choosing a college, and ultimately a career.

If you want to make a difference in young people's lives by sharing your expertise or resources, contact Tammy Jaxtheimer, C-CAP Hampton Roads Director at 757-406-4536 or tgjax@cox.net. For additional information go to www.ccapinc.org.







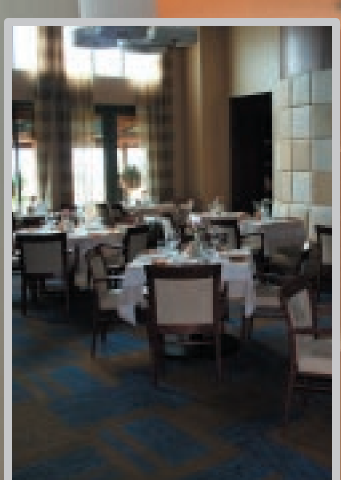


Inside the stunning Catch 31 at the 31st Street Hilton on the Virginia Beach oceanfront, enclosed behind a wall of cobalt blue glass blocks, Salacia offers a truly unique private dining experience. Although the hotel opened in March of 2005, they revealed the grandness of Salacia in January of 2006. Owned and managed by Professional Hospitality Resources (PHR), the management made a decision to reinvent the restaurant in June to meet their customer's request to offer "the highest quality food, simply prepared and easy to understand."

During a sit-down with Chuck Sass, the Vice President of Food & Beverage for PHR, he shared some insight to the success of Salacia.

Q: Tell me about your staff.
A: "Our success starts with our people. We take great pride in hiring dynamic, hard-working individuals who bring an impressive level of experience and leadership to our organization. Our Chef, David Schneider was a great addition and we are proud to welcome Saree Mulhern who is among one of the most respected wine tasters and up-and-coming Sommeliers on the East Coast."

Q: Let's talk about your menu now…
A: "We purchase the finest steak that money can buy! We sear it on an 1800 degree, state-of-the-art grill which seals in all the natural juices and flavors." Salacia proudly offers USDA Prime graded steaks and Wagyu Kobe Beef, veal chops, lamb porterhouse, exquisitely prepared seafood, cheese courses, tableside salad and dessert preparation, and an extensive award winning wine list. "We also work very hard at maintaining the highest level of service. Through constant training and improvement, we strive to create an environment that is perfect for that special occasion, but also perfectly suitable for a casual, contemporary dinner. We don't want any guest to feel intimidated, hence our recent decision to simplify our menu and focus on preparation and top quality ingredients."





Q: What great things do you have planned for this holiday season?

A: "We go to painstaking efforts to make the hotel and restaurant decadent and festive. On Thanksgiving, Mother's Day, Easter, etc, we utilize the restaurants and the hotel ballrooms to accommodate the large number of guests and offer a variety of dining options (both plated and buffet). As for the upcoming holiday season, we are putting the final touches on an outdoor Christmas Village concept that is sure to be amazing. We have yet to decide what we are going to do for New Years but we are entertaining several interesting ideas."

Q: What do you see as the hottest trend when it comes to catering?

A: "Fish is becoming much more popular because people are requesting healthier options. We also see Action Stations such as our Mashed Potato Martini Station and working sushi bars taking the place of traditional carving stations. We place a huge emphasis on food presentation at catered events. Instead of skirted tables, we utilize huge hunks of granite and stainless steel as backdrops. We are also making a switch to smaller presentations of food that are refilled more frequently."

Q: What other exciting things does Salacia have to offer going into the fall and winter?

A: "From November to February, we will introduce themed wine tastings on Thursdays hosted by local celebrities. We have also just put the finishing touches on our holiday and seasonal menus. In addition to the great new dishes that we will reveal, we have developed a Hot Chocolate & Coffee Menu. We still utilize our outside dining well into the winter because we use heaters, fire pits & even offer personal lap blankets for those chilly evenings on the Salacia veranda."

Q: Tell us more about what makes Salacia special/ different/unique?

A: "We work hard to provide a nice, quality environment. From the garage to the landscaping to the décor and aromas, we go over and above. We are constantly challenging ourselves to upgrade and improve. We are also proud to announce that we just received a three diamond rating from AAA."

Salacia... the restaurant is named for a mythical wife of Neptune, whose statue occupies a position of honor in the park adjacent to the hotel. Spectacular views of the Atlantic Ocean provide the perfect backdrop for the restaurant's contemporary decor, soaring ceilings and airy ambiance. Outside, Salacia's veranda, offering intimate seating overlooking the boardwalk and Atlantic Ocean, is lavishly decorated with oil lanterns and palm trees. Open Tuesday – Saturday from 5-10pm, Salacia is a "must try!"



Clockwise: David Schneider (Executive Chef), Jerry Galanides (District Manager), John Ehehalt (Executive VP), Mike Dickerhof (Marketing Associate) and Chuck Sass (VP of Food and Beverage).







Colonial Williamsburg





From 1699 to 1780, Williamsburg was the political, educational and cultural center of the largest and most influential of the American Colonies. Thomas Jefferson then used his considerable influence to move the seat of government to Richmond. Williamsburg sat quietly and changed little for the next 120 years. In 1926, thanks to the vision of Reverend Dr. W.A.R. Goodwin and the efforts and generosity of philanthropist John D Rockefeller Jr., Colonial Williamsburg's restoration and preservation began and continue even today. Mr. Rockefeller's uncompromising " ethic of excellence " is evident and still guides its operation and development today.

In addition to the restoration of the historic area, Mr. Rockefeller also determined that accommodations would be needed for the many tourists he envisioned visiting the area. Hence, the hotels and restaurants of Colonial Williamsburg were created. The "crown jewel" of these accommodations is the Williamsburg Inn and it's legendary restaurant "The Regency Room". The Inn has played host to presidents, prime ministers, Supreme Court justices and dignitaries from around the world. The hotel is both a AAA Four Diamond and a Mobil Four Star multiple award recipient. The resort has been repeatedly named one of the Top 100 Golf Resorts in the World by Conde' Nast Traveler. The Regency Room has also been awarded both 4 Stars and 4 Diamonds along with receiving a Distinguished Restaurants of North America award and being named to the Dining Hall of Fame by Nations Restaurant News.

Next to the Inn sits the Williamsburg Lodge and Conference Center which has undergone a massive renovation and expansion as part of a $220 million facilities investment. The Lodge now boasts 45,000 square feet of flexible meeting space along with 323 completely renovated guest rooms and a brand new, state of the art spa and fitness center.

Nicholas DiMeglio, General Manager of the Williamsburg Inn, is understandably very excited about the upcoming holiday season and beyond. "Holidays have always been a special time in Colonial Wiliamsburg and this year promises to be the best ever. Autumn itself is a special time here with the changing of the leaves and football weekends at William & Mary. The fall activities culminate with Thanksgiving which is possibly the busiest day of the year for the restaurants of Colonial Williamsburg. The Regency Room along with it's sister restaurants, Kings Arms Tavern, Chowning's and Christiana Campbell's Tavern treat guests to an array of traditional and newer holiday favorites. The Grand Illumination, Williamsburg's biggest event which is held between Thanksgiving and Christmas, will bring back an old tradition at the Lodge." They will be featuring a Groaning Board (the name stems from reports that the table groans under the weight of





the food) highlighting 18th century entertainment and food concepts. “Christmas at the Inn is always special, but this year especially. Roland Mesnier, former White House Executive Pastry Chef for twenty five years, will be in attendance to help recreate past presidents holiday dinners. This promises to be a grand event.” The holiday season’s “piece de resistance” is New Years Eve. Nicholas DiMeglio describes the Inn’s celebration as “the crowning moment of the year”. The Regency Room is completely transformed as you are transported through music, food and décor to whatever period has been chosen as the theme for that year. “Next year has potential to be the biggest year ever. Jamestown will be celebrating the 400th anniversary of its founding and the entire area anticipates overwhelming response and interest. The staff of Colonial Williamsburg is ready and excited for this challenge.”

CW, as many of those close to it refer to Colonial Williamsburg, is often perceived as very old fashioned and naturally that is true when you walk the streets of the restored area. In the dining rooms though, change is more evident. People in general enjoy “a more casual style of dining” says Nicholas DiMeglio, General Manager of The Williamsburg Inn. The Inn added a second more casual dining room for those guests who seek a great meal in a more relaxed setting. The menus of CW continue to celebrate many of the traditional favorites, however newer more healthy options have found their way onto these menus. Many diners are more aware of dietary and health concerns, and while not wanting to compromise quality, they do in fact wish to dine in a more healthy way. In conjunction with healthier dining, the popularity of wine has exploded. The wine cellars inventory at the Williamsburg Inn has expanded accordingly and they are proud to offer many fine vintages. The more Colonial Williamsburg appears to stay the same the more modern it actually becomes.

Staying ahead of the times is how CW continues to thrive in a competitive world. Maintaining uncompromising standards in both it’s dining and lodging properties keeps CW at the forefront of the special event and convention market. A new conference center as well as lodging and restaurant renovations will only serve to enhance all that they already have to offer. Continuing with Mr. Rockefeller’s “ethic of excellence,” Nicholas DiMeglio states that “the road to perfection is always under construction”. This commitment to excellence has served Colonial Williamsburg well for eighty years and will certainly do the same for the next eighty.

Go online at www.colonialwilliamsburg.com.





Owens' Restaurant

60 Years Young

Surviving ten or twenty years is an amazing accomplishment for any restaurant. Owens' Restaurant in Nags Head, North Carolina not only survives, but continues to thrive as they celebrate their sixtieth year in business. Bob and Clara Owens operated a small hot dog stand in Manteo and when they announced that they were moving the business to its current location, the local sages shook their heads and avowed they had "lost their minds, movin' over on that bald beach like that, when everybody knows that the business is in Manteo." At that time, there was one small dining room and ten small guest cottages with connecting baths and real iceboxes, directly behind the restaurant. Bob Owens passed away just four years later leaving Clara, or Miss "O" as she was known, to carry on with their two children Bobby and Clara Mae, a newborn. Additions took place to both the restaurant and the hotel in the mid 50s, mid 60s, and in 1983 the final addition and a complete remodel was performed on the restaurant bringing it to its current capacity of 204 diners. The knotty pine paneling and local artwork, along with an outstanding display of original memorabilia from the U.S. Lifesaving Service, help to make Owens' one of the most attractive and comfortable restaurants on the Outer Banks.



Today the restaurant is brilliantly run by Clara Mae Owens Shannon, daughter of the founders, her husband Lionel, along with their daughter Peaches and son-in-law Jim. Their attention to detail and love for both their employees and guests continues to make Owens' one of the premier spots on the beach for beautifully prepared seafood and effortless professional service. The loyalty the staff has for the Owens family is a direct result of the love and respect that Clara Mae and Lionel have for them. They enjoy tenured employees who have worked for them 15, 20 and in one case 50 years! Most of their current wait staff have college degrees and in many cases will be pursuing professional careers. Clara Mae says that she loves working with young people for both their new ideas and youthful enthusiasm. It is not uncommon for a family to come in for dinner and find the mother or father worked at the restaurant during college and is now a doctor or lawyer.

During the off-season, Owens' continues to please the locals with such happenings as their Maine Event, a promotion during which all things lobster are featured. Thanksgiving is a very special day at the restaurant. This is the one day of the year that reservations are accepted, and now that the word is out, the last two Thanksgivings have been completely booked. This is also the only day of the year a buffet is served. No sooner does Thanksgiving end than the elves go to work transforming the restaurant into a Christmas Wonderland. Every inch of the building is decorated and each dining room has its





From left to right: Matt Ingram (Marketing Associate), Clara Mae Owens Shannon (Owner) and Jeff Martin (District Sales Manager).



own Christmas tree. People come from as far as three hours away just to have dinner and enjoy the festive décor. December is also a busy time of year for Christmas parties. Owens' does most of their catering in the restaurant. The floorplan allows one dining room to host a private function while guests may still enjoy dining in other rooms. Clara Mae, does, however, express an interest in expanding their off premise catering. Their loyal customers' requests for catering are becoming more frequent and Clara Mae, ever anxious to please, wants to grant those requests.

The future looks bright for Owens'. This restaurant is a true landmark on the Outer Banks. Clara Mae and her family's deep abiding love for their legacy, their employees and guests, continues to make Owens' a bastion of hospitality and southern charm.

More Information on Owens' Restaurant is available at www.owensrestaurant.com.







Cuisine & Co.

A little over 25 years ago, Louise Nagourney decided to make a change in her life by leaving the travel business and starting her own company, "Pasta & Company." Louise loved to cook and thought it would be fun to start a business centered around picnic baskets and fresh pasta. With Sherrill Baum, Kitchen Manager and Kate Bull, Director of Catering, working diligently at Louise's side, Cuisine & Company is still going strong after 25 years. They are located at Pacific Avenue and 30th Street in Virginia Beach.

Q. Have you always been in this location (Pacific Ave)?
No, we were originally located in the Pinewood Square Area on Holly Road --- we've been at Pacific Avenue now for 22 years. We "outgrew" the 1,000 square foot Pinewood location.

Q. What percentage of your business is catering?
About 90% of the business here is catering.

Q. What was your first catering job like?
Our first catering job was for 12 people and we had no idea what we were in for. Our business started that night and hasn't stopped since!



Q. How do you market the catering side of your business?
"Word of mouth." If we advertise, it's only to support charity.

Q. What is your most memorable catering job?
We did a 25th Anniversary for the JFK. It was a plated dinner for 750 dignitaries & government VIP's. It was a prestigious event that we were honored to be trusted with.

Q. If someone were thinking of taking on catering as part of their business, what tips or suggestions would you offer them?
"It's not as easy as they think." For catering events – the planning starts long before the party….menus, ideas, etc. It's also very important to have a flexible & supportive staff.

Q. What trends do you see in the catering business now?
People are more adventuresome in their eating. The Food Network has opened people's eyes to new experiences. "Food is entertainment," so it's important how you set the stage. From presentation to taste, people expect variety of options. Our favorite question for our Sysco Marketing Associate is "Do you have….." We are constantly seeking out unique products and ideas. Also, the Oriental influence in food is really big now - it has good flavor, but not full of fat.

Q. Do you have a signature dish?
No, our selections are so diverse. Our menu rotates daily in the shop and catering menus are customized. We do make everything from scratch.

Q. How has presentation changed over the years?
Presentation has changed very much – there are so many options with serving pieces, glasses & linens. People are willing to pay for presentation. We also garnish with fresh herbs & flowers for presentation effect.



In the Photo from left to right: Kate Bull (Director of Catering), Frank Harrell (Director of Business Development), Louise Nagourney (Owner), Ben McCoy (Marketing Associate) and Sherrill Baum (Kitchen Manager).







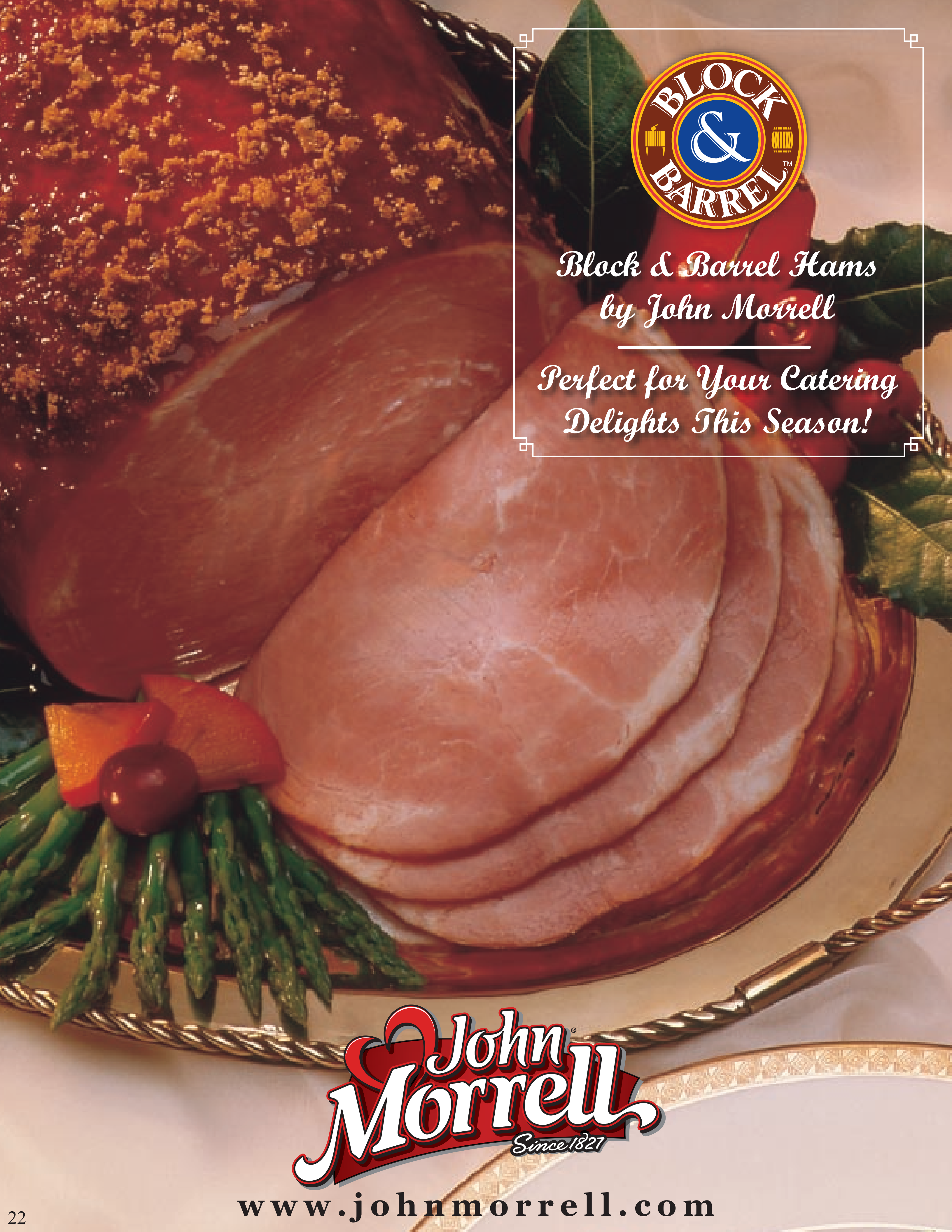
Louise, Sherrill, Kate and all of the other staff members at Cuisine & Company make a great team. They have catered dinner for 2 to 15,000. While they pride themselves as high-end caterers, they can work with any budget. This is their 5th year as the Exclusive Caterer for the Chrysler Museum. They also operate a 55 seat café there that is open Tuesday – Sunday.

Cuisine & Company has created menus for weddings, corporate parties and military events which may include anything from party trays to boxed lunches. All of their catering entrees/dishes arrive fresh – never stale, on their company vans or refrigerated trucks.

Planning a wedding? Planning a fundraiser event? How about a dinner party for 8? Doesn't matter what the size or type of event, Louise and her team of catering experts at Cusine & Company will help you create the perfect menu for your event. Your guests will be talking about it for weeks!!!






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Grand Cru Gruyère Reserve

This award-winning cheese is hand-crafted in an imported copper vat and carefully cured in cellars. A Cellar Master selects certain wheels of Gruyère for additional aging of six to nine months to create a rich, complex flavor with fruity and nutty undertones.

MezzaLuna Fontina

True to its Alpine origins, MezzaLuna Fontina is a stand out. This handcrafted cheese is cured for six to eight weeks for a complex, rich flavor. A staple in Italian cooking, Fontina is the perfect table and melting cheese. It adds depth of flavor to a wide range of dishes (move over Mozzarella!).

Vintage Van Gogh

A true masterpiece, Vintage Van Gogh is artfully crafted in limited quantities from fresh, full cream milk. Aged a minimum of six months, this outstanding cheese has a rich, golden body and a pronounced caramel flavor. Vintage Van Gogh is the ultimate dessert cheese, thus perfect for the Cheese Course.

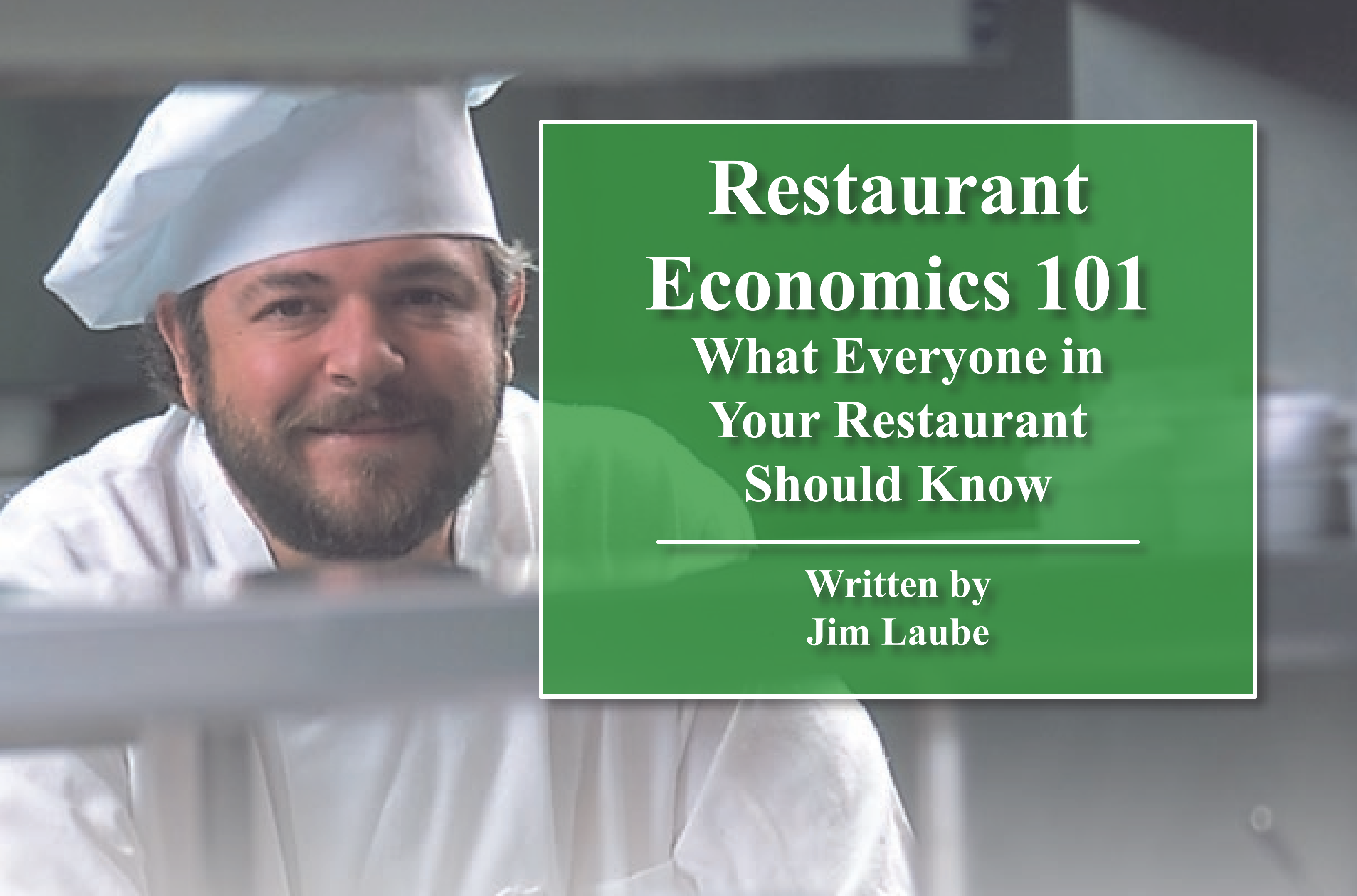
Buttermilk Bleu Affinée

An absolutely awesome Blue Cheese! The freshest raw milk from Jersey cows makes Roth Käse's Buttermilk Bleu Affinée decidedly rich and creamy. It is cured for at least six months, creating a deliciously piquant and earthy flavor profile. Enjoy with a glass of robust red wine.

Red Spruce Four Year Cheddar

A Wisconsin cheese tradition and a true show-stopper! Wisconsin is the nation's leader in Cheddar production, and it's easy to see (and taste) why. We hand-select the finest cheddars for additional aging to create a rich, buttery, intense flavor and crumbly texture.

SUPC# 3973724 1/12# Average Case



Restaurant Economics 101

What Everyone in Your Restaurant Should Know

Written by
Jim Laube

Unless you've made a point of educating them, most of your employees are clueless about what it costs to operate your restaurant. In fact most of them probably think you're making a killing unless you've made an effort to enlighten them about basic restaurant economics.

Whenever I work onsite with an operator, I always try to bring this point to light by asking three or four employees, one at a time, how well they think the restaurant is doing. I take a dollar bill out of my pocket and ask, "Out of every dollar in sales that comes in this place, how much do you think the owner gets to keep?" Typical answers range from 30 to 60 cents. The least I ever remember hearing was 25 cents.

When employees think your restaurant is a high margin, extremely lucrative business, it can affect their attitudes, behavior and work habits. When employees believe the owner is pocketing 50 cents out of every dollar in sales (in reality it's probably less than a nickel), they may find it easier to rationalize carelessness, waste and even theft.

Following are some suggestions for educating your staff and bringing them into the real world as far as the financial realities of the restaurant business are concerned.

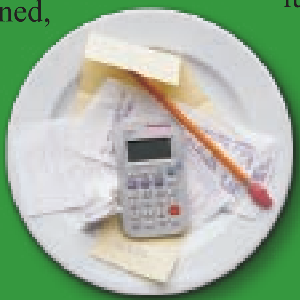
A Glimpse of Reality

Show them where the money goes. I know of several operators who demonstrate to their employees what happens to the money. They start with a stack of dollar bills on a table, say $100, representing "sales," or "what came in." Then they begin paying the bills ("what went out"). $30 to the food vendors, $28 for payroll, $5 for payroll taxes, $4 to the utility companies, $6 to the landlord and so on until there are four or five dollars remaining, which approximates what a typical independent restaurant owner gets to keep. (If you're losing money, go ahead and pull a few dollars out of your pocket to illustrate where the money comes from to pay all the bills at the end of the month).

A demonstration like this can help employees understand why you go nuts when a case of lettuce gets miss-rotated or when a request for extra napkins is met with a handful of a dozen or so.

Some Operators Open Their Books
An owner of three independent Mexican restaurants in California was struggling with what to do with the last restaurant he'd opened. After two winners he had a real dog on his hands. The third restaurant was performing so poorly that after being open nearly a year, he was having serious thoughts about closing it. Before he pulled the plug though, he tried something fairly radical for our industry. He got all of his employees together and showed them the restaurant's latest Profit & Loss Statement.

He took the time to explain just what a P&L was, what the major expense categories were. When he got to the bottom line, there was a fairly large number with brackets around it. "This number" (Net Loss), he explained, "is approximately the amount of money I have to take out of my pocket each month to keep this restaurant going." Jaws dropped, several people gasped, lots of eyes opened wide. Most employees were just plain shocked. Nobody had any idea the restaurant was "losing money".



The owner continued the discussion by talking about the functions of each group of employees (servers, line cooks, bussers, etc.) and described how their efforts are connected to and ultimately reflected on the P&L, line by line.

The operator said after the meeting he noticed some pretty profound changes in the restaurant. First, no one had the nerve to ask for a raise for nearly a year after the meeting. He also noticed changes in attitude and behavior. People were much more conscious in portioning and handling products. He saw people going out of their way to bend down in a trash can to pull out a knife or fork, something he had rarely observed before. He said his margins started showing improvement.

He successfully implemented a new marketing strategy and within six months, the restaurant got close to breaking-even for the first time. Within a year it was actually turning a small profit. He has continued showing his employees the monthly P&L to educate, inform, motivate and even reward.

Granted this example is extreme for most restaurant owners but I've been told first hand accounts of other operators doing essentially the same thing in terms of informing their employees about how their restaurant is performing financially.

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"When employees believe the owner is pocketing 50 cents out of every dollar in sales (when in reality it's probably less than a nickel), they may find it easier to rationalize carelessness, waste and even theft."

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Drive a Chevy
That's right. Even if you can easily afford it, hold off on getting your dream car until after you've sold your restaurant. Driving a shiny new Mercedes or comparable luxury auto will only serve to validate what your employees have always assumed – that owning a restaurant is a highly lucrative, high-profit undertaking and you're getting filthy rich (and now you've got the car for them to prove it).

After discussing this fact in one of my live seminars, an attractive middle-aged woman came up to me at a break and told what had happened after her husband surprised her with a new BMW for her last birthday. A week later her employees provider her with yet another surprise - a 2 to 4 point increase in food cost in "each" of their six quick-service restaurants.

Educate & Inform
At minimum, let your employees know, in terms they can relate to, that this is a "low margin" business. Educate them and let them know what's going on and they will usually do the right thing. The problem is that when you withhold information, people are forced to make assumptions and as you can expect, those assumptions usually are wrong.

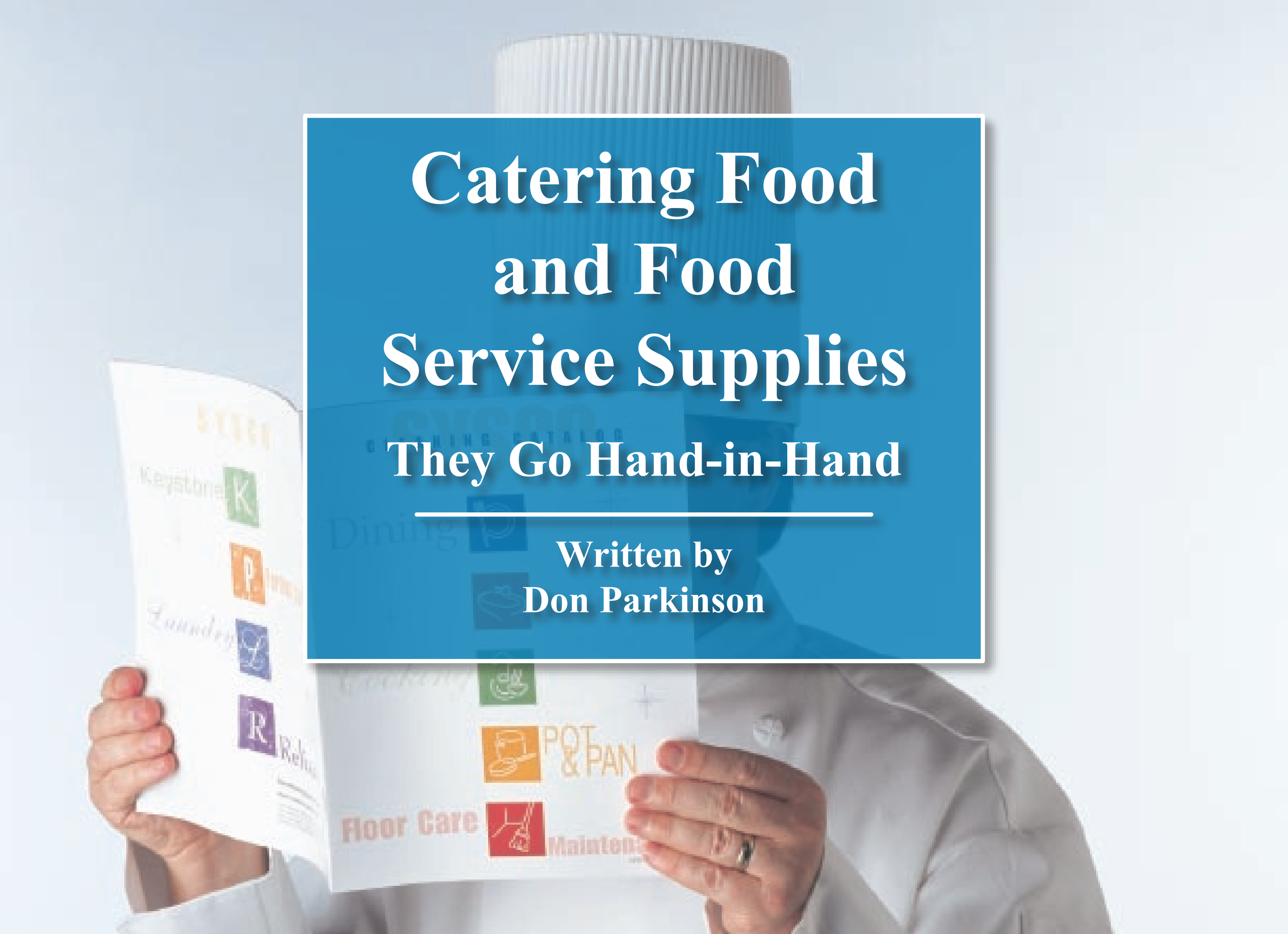
RestaurantOwner.com
Jim Laube is the operator of RestaurantOwner.com, a website specifically for the people who operate independent restaurants. Sign-up on the website to enjoy numerous tools and articles to help your business succeed.



Catering Food and Food Service Supplies

They Go Hand-in-Hand

Written by
Don Parkinson



Everyone always seems to concentrate on the menu for any catered event, and justifiably so. However, how is the food prepared? How is the food transported? How is the food presented? How is the food served? How are the liquid refreshments presented? How are the liquid refreshments served? These are all critical questions that an operator must ask and answer.

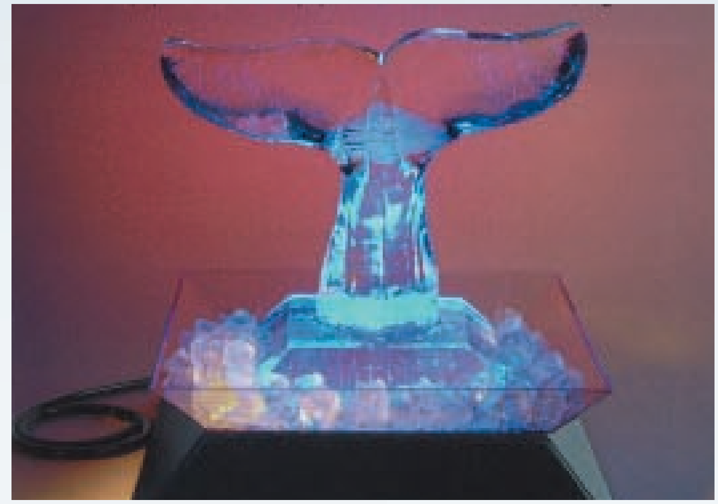
The preparation and transportation of all food products is essential to maintain the integrity of the product. All products must be maintained at temperatures compliant with HACCP requirements. A full line of catering pan carriers and beverage dispensers are available. These are designed to ensure top performance and temperature retention, both hot and cold.

Presentation is another factor that can either enhance or detract from the perceived value of the food. From the most simple to the most elegant, food presentation can make the difference in a catered event. The use of chafers, mirrors, trays, elevation, color, and serving utensils all play a role in the image the operator is trying to convey. Cooking stations with either butane or induction stoves add another dimension. Beverages can be served in anything from simple dispensers to silver plated punch bowls and urns. Food can be plated on the most discriminating dinnerware, or a full range of disposables. Liquid refreshments can be poured into the finest glassware, or the simplest of plasticware.

Cleanliness and sanitation can easily be the proverbial "Achilles Heel" of any catered event. It can be the lack of same that can destroy all you have accomplished in food preparation, transportation and presentation. Have someone constantly assigned to keeping all the areas neat, clean and sanitary. This can go a long way in making that all-important first and last impression.

Simply put, from the preparation to the transportation, from the presentation to the serving and sanitation, the key for all successful catering events is to meet or exceed your customer's expectations. Let your SYSCO associate help you meet or exceed your catering expectations. OUR MISSION IS YOUR SUCCESS!

















Increasing Gift Certificate Sales Over the Holidays

Written by
Rebecca Amos



‘Tis the season is quickly approaching and it’s never too early to start developing a marketing plan to increase your gift certificate sales. Every operator would probably agree that gift certificate sales are a very profitable part of their business. They are a win-win sale. The recipient either uses the gift certificate and you have the opportunity to create a loyal customer, or they don’t use the gift certificate and you basically take that money right to your bottom line. So… what are you doing to promote gift certificate sales for the holiday season? Here are some ideas for you to consider when implementing your marketing strategy for increasing gift certificate sales.

Ideas for Marketing Gift Certificates



- First and foremost…you must have a strategy. Plan your work and work your plan. If you have nothing to shoot for, you'll hit it every time.
- Secondly, do an honest evaluation of how you package your gift certificates. Are they run off on your home computer, scribbled on & shoved into a generic white envelope? A little bit of detail can go a long way.
  - Consider using gift cards instead of paper certificates. Although there are several companies that specialize in gift card production, Dynamic Payment Ventures is a Sysco iCare partner that can help you. Call Jessica at 1-800-343-7322 ext. 126 and let her know you are a Sysco Hampton Roads customer. She'll walk you thorough the process and get you started in the gift card arena.
  - If you have paper gift certificates, consider having a graphic designer spruce them up for you. Full color gift certificates are more affordable than you might think. Always remember to have some sort of tracking system so they can not be duplicated.
  - Whether a gift card or paper certificate, packaging them is important. It should look like a gift! It can be as easy as a colored envelope with a bow or ribbon around it or a small box or bag with tissue paper and/or confetti. It is an easy way to go above and beyond. When consumers see how lovely you have packaged your gift certificates, sales are guaranteed to increase.
  - Lastly…if you're going to promote gift certificate sales heavily, make sure you have plenty to get you through the season.
- Consider using gift certificate sales as a fundraiser for local organizations. The organization or school sells you gift certificates and in turn, they get to keep 20% of sales. It sure beats selling wrapping paper and it provides the operator with a "gift certificate sales force."
- Gift Certificate Promotion – A few ways of doing this…
  - Every Tuesday, Gift Certificates are 25% Off – Hopefully this will build your Tuesday business also
  - For every $100 worth of gift certificates purchased, we will give you $10 off your bill. While presenting guest checks, the servers can say "Would you like for me to take $10.00 off your bill? Who do you still have left on your gift list? For every $100 in gift certificates you purchase, I'll take $10 off your bill."
- Server Contests – Whoever sells the highest dollar amount of gift certificates every night wins something (no closing sidework, movie tickets, cash, 10% of their gift certificate sales, etc)
- Market gift certificate sales heavily within your restaurant. Internal marketing campaigns to include table tents, window clings above the door handle on your front door and menu inserts can be the most cost effective means of advertising. Use a catchy concept like….

Making Your List and Checking It Twice?
Everyone Loves a Gift Certificate to *Insert Restaurant Name Here*.
Save Gas….who can you check off your list while you're here?

✓ Mom / Dad	✓ Aunts / Uncles	✓ Teachers	✓ Babysitter
✓ In-laws	✓ Cousins	✓ Preachers	✓ Hairstylist / Nail Technician
✓ Sisters / Brothers	✓ Grandparents	✓ Bosses	✓ Maid
✓ Nieces / Nephews	✓ Friends	✓ Work Colleagues	✓ Pollyanna

- Don't forget to promote gift certificate sales on your website, e-mail marketing campaigns, outside signage, and any advertising campaigns you already have.

We've yet to hear an operator say "I sold too many gift certificates this holiday season", but we extend the challenge to find out. With a comprehensive, strategic marketing campaign combined with great employee training, your gift certificate sales are sure to hit the roof. "Tis the season!





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